

UNDER 25?
SVENSKA SPEL



“Healthy companies attract loyal customers”

Svenska Spel is a member of the Ethical Council of the Gaming Industry (SPER), which shapes the guidelines for marketing and sale of gaming and is a discussion forum for ethical gaming. Kerstin Wallentin, Communications manager at ATG (horse racing company) is the Chairman of the Council.

What is SPER doing to increase the exchange of know-how among gaming companies?

“There is a great need for spreading know-how, in which we aim to play a key role. Many of our members are working successfully on ethical issues in their companies, but there is very little theory and research on what actually functions. We work best when we pursue a continuous dialogue and cooperation with all stakeholders to identify the best solution in maintaining the attraction of gaming.”

Why are these efforts so important?

“There is considerable interest among members to cooperate in financing a long-term sustainable development of the industry. SPER seeks to create confidence in the industry’s own ability to assume responsibility. So, each gaming company must integrate responsible gaming as a natural feature of its day-to-day operations, and the industry’s image depends on how the ethical guidelines are observed and developed. A healthy company creates a healthy customer.”

What else do you plan to focus on in the future?

“A key area is advertising, which must be legal, honest and truthful to gain high consumer confidence. Consequently, it is of interest to the industry to ensure that advertising is properly regulated.”